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International Data L.L.C. launches on-line coupon redemption database

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Abstract:

International Data LLC has announced that it will offer sales managers, brand managers and marketers a wealth of information regarding the success rates of their coupons, along with comparisons of their competitor's coupons, through a new on-line database called BrandData.

Full Text:

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International Data L.L.C. has announced that it will offer sales managers, brand managers and marketers a wealth of information regarding the success rates of their coupons, along with comparisons of their competitor's coupons, through a new on-line database called BrandData(TM).

Brandata is the first coupon intelligence system that tracks distributed and redeemed coupons. It stores virtually real-time data onto an interactive database, and provides users with online reports of major market and key account activity.

"We are taking traditional couponing and turning it into a Science for the 21st Century," said Bob Wanke, president of **Promotion Insights**, the International Data subsidiary that created BrandData. "Rather than sending our customers a hard copy report once a month, we give them the ability to customize their data search and immediately find the information that will give them a real business advantage."